

July 8, 2004

Honorable Mayor and Members of  
the Hermosa Beach City Council

Regular meeting of  
July 13, 2004

**SUNSET CONCERT SERIES – LOSS OF SPONSOR, APPROPRIATION OF  
\$10,000 TO COVER THE COST OF THE SERIES.**

**Recommendation:**

That the City Council approve an appropriation of \$10,000 to cover the loss of the sponsorship from the former Hawthorne Savings, now owned by Commercial Capital Bank.

**Background:**

The City Council at its June 8, 2004, meeting approved the Sunset Concert Series with commitment from two sponsors. Hawthorne Savings, which has participated in the Series for a number of years, had agreed to be a \$10,000 title sponsor, however after it was acquired by Commercial Capital Bank, they no longer wished to participate.

Staff has been working with other potential sponsors, which may result in contributions to the Series however in order to keep the commitment to the community and the production company an appropriation of \$10,000 is needed to make up for the loss of the sponsorship. The funds that will be re-appropriated from 2003-04 were in fact the donation by the Beach Bash promoters that was not used as part of the Teen Program. The use of these funds will not impact the operation of Teen Program.

Respectfully submitted,

Stephen R. Burrell  
City Manager